

ORDER



KSJV

Orders	Order / Rev:	107390	
	Alt Order #:	06860691	
	Product Desc:	RNC/ROMNEY	
	Estimate:	445	
	Flight Dates:	10/03/12 - 10/09/12	
	Original Date / Rev:	10/02/12 / 10/02/12	
	Order Type:	GENERAL	
Agency	Name:	American Rambler Productions	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		138 Conant St.	EOM/EOC
		Beverly, MA 01915	Agency Commission:
			15%
Advertiser	Name:	RNC/ Romney for President	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC03	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	25	\$40,325.00	\$34,276.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$40,325.00	\$34,276.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Class	Share	Total
KSNV	25%	\$40,325.00
Market	100%	\$161,300.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$43,551.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$40,325.00
KTUD	1%	\$1,613.00
KVVU	17%	\$27,421.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,065.00

Order / Rev: 107390
Alt Order #: 06860691
Flight Dates: 10/03/12 - 10/09/12

Advertiser: RNC/ Romney for President
Product Desc: RNC/ROMNEY
Estimate: 445

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 1	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 2	KSNV	10/08/12	10/09/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 3	KSNV	10/08/12	10/08/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 4	KSNV	10/05/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	----F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 5	KSNV	10/03/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 6	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 7	KSNV	10/08/12	10/09/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 8	KSNV	10/05/12	10/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 9	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 10	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 11	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 12	KSNV	10/06/12	10/06/12	Nevada Newsmakers - CCM Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM)	CM	5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00
NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12															
E 13	KSNV	10/06/12	10/06/12		CM	5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00

Order / Rev: 107390
Alt Order #: 06860691
Flight Dates: 10/03/12 - 10/09/12

Advertiser:	RNC/ Romney for President
Product Desc:	RNC/ROMNEY
Estimate:	445

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Nevada Newsmakers - CF										
NN				Nevada Newsmakers - Ch.3		(5:30 AM-6:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1		\$825.00		0.00				
E 14	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a		-----S	:30	1	\$350.00	1	0.00	NM
				News 3 Sunrise SUNDAY										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1		\$350.00		0.00				
E 15	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm		-----S	:30	1	\$2,400.00	1	0.00	NM
				NFL Pre-Game										
FNIA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1		\$2,400.00		0.00				
E 16	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM		-----S	:30	1	\$10,000.00	1	0.00	NM
				NFL Football										
NFL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1		\$10,000.00		0.00				
E 17	KSNV	10/07/12	10/07/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	
				Jeopardy in Prime										
JEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1		\$1,200.00		0.00				